

## REMARKS

The Office Action of May 27, 2003, enumerates three separate rejections which address each of claims 1-14 in three groups, namely, a first rejection is directed to claims 11-14, a second rejection rejects claims 1-4, and a third rejection rejects claims 5-10. Each of these separate rejections will be specifically addressed below in the same order as addressed by the Examiner.

### Glossery of Terms

A review of the important terms may assist the Examiner in interpreting the claim language:

**Account Owner**: “the person contracting for the services provided by this invention.” (Specification, p. 1, line 11).

**Webmaster**: “the owners or managers of websites.” (Specification, p. 1, line 30). A webmaster could be an Account Owner and/or Administrator but as used throughout the specification, the Webmaster is someone desirous of linking to a website administered by the Administrator. (see Specification, page 2, line 11).

**Administrator**: “the system or entity which administrates the account by maintaining at least one link page for the account owner.” (Specification, p. 6, line 13-14). This entity could be an account owner (see Specification p. 6, lines 14-16), but not an unaffiliated webmaster.

### 35 USC § 102

The Office Action begins by rejecting claims 11-14 as being anticipated by Horstmann, U.S. Patent No. 5,995,099. This reference along with some perceived shortcomings was explicitly and thoroughly discussed in the description of related art in the specification as originally filed.

The Office Action interprets Horstmann such that Horstmann is found to “display a plurality of links in the first order” by referencing Figure 4 and the HTML file layout of the links page described in column 4, line 43-column 5, line 4. The Office Action then states that Horstmann “utiliz[es] a formula (a links page), creating a second order for said links, said second

order being different than said first order [creating or editing of links page wherein the non-edit page as first order and edited page as second order, column 5, lines 35-53].” Finally, the Office Action concludes that Horstmann “display[s] the plurality of said links in a second order [reformat or redisplay a link page and dividing various links under appropriate heading, column 3, lines 14-26, column 6, lines 4-21].” As interpreted, the applicant would agree that a proper rejection has been made by the Examiner. Accordingly, the applicant submits amended claim 11 and new claim 15 to differentiate the claimed subject matter from the Horstmann interpretation provided by the Office Action. The Applicant has, from the very beginning, attempted to provide claims which are non-obvious and certainly non-anticipated as they relate to the Horstmann reference.

Claim 11 has been amended to require that the method begin by displaying a plurality of links in a first order in a non-editable view; then to utilize a formula creating a second order for sublinks, so that the second order being different than said first order; and then displaying the plurality of said links in the second order independent of changes made by a human operator associated with any of the plurality of links subsequent to display of the plurality of links in the first order. As stated in lines 20 and 21 of page 4, “a need exists to provide an improved method for establishing and/or categorizing links.” The ability to auto-rotate links is described in detail in the detailed description of the drawings provided on pages 9 and 10 the specifications as originally filed starting at line 8 on page 9 and ending on line 2 on page 10. Amendment to claim 11 clarifies the auto-rotation feature which is not discussed or suggested anywhere in the Horstmann reference.

Specifically, the first order of links are now required to be displayed in a non-editable view. This is very different than the HTML file layout of the links page shown in Figure 4 and described in column 4, line 43-column 5, line 4 cited by the Examiner in the Horstmann reference. This cited reference is made to an editable form provided to an account owner not a non-editable view as is now claimed.

The reasoning provided by the Office Action for step (b) of the method is that the first order is a non-edited page. This is an inaccurate interpretation of the Horstmann reference. The specific citation provided for reasoning for step (a) is the “form as displayed to the bike-shop owner” (column 4, line 53-54). It is this editable form in the Horstmann reference that allows “one or more links to other pages” (column 5, line 1). The amendment to claim 1 explicitly differentiates this type of editable page from the claimed limitation. Specifically, the first order is now required to be displayed in a non-editable view as amended by claim 11.

The amendment also requires Step (b) of the method to be after the display of the plurality of links in the first order. The reasoning provided by the Office Action as step (b) is confusing in that it relates to the “creation or editing of links page when the non-edit page represents the first order and the edited page is the second order.” However, by requiring the second order to come after the first order, this reasoning can no longer relate to the claims since the Applicant explicitly requires the first order to occur before the second order in amended claim 11. Since column 5, line 35-53 relate to the “owner” of the links page having the ability to edit the links page, this reasoning has been circumvented by the amendment to claim 11 which operates differently than the logic utilized to formulate the rejection to claim 11 as originally filed.

Finally, the third step of the method (step (c)) now requires the plurality of the links to be displayed in the second order independent of the changes made by human operator associated with any of the plurality of links subsequent to the display of the plurality of links in the first order (i.e., this means that neither the owner nor the person attempting to establish the links page creates a second order solely by adding a new link on an edit page). The citation provided for the reasoning to step (c) in the Office Action explicitly directs one to column 3, lines 14-26 and columns 6, lines 4-21 which should be looked at in some detail. Specifically, column 3, lines 14-26 describes the ability of the software on the links server to include a link from one page to another. While it certainly redisplay the link on a link page, there is no evidence in column 6,

lines 14-21 that the order provided by the person completing the form (a first order) is not the exact same displayed order described in column 3, lines 14-26. Furthermore, in column 6, lines 4-21, the owner is the one which manually reformats the links page to provide the links in a second order. By requiring that the plurality of links be displayed in a second order **independent of changes made by the human operator** associated with any of the plurality of links, then this amendment defeats the logic utilized by the Office Action. Specifically, column 6, lines 4-10 requires the human operator to make changes to link order.

The applicant is attempting to claim auto rotation of links which does not require a human operator to perform the rotation of links on a link page. Although the initial language was believed to be satisfactory, the interpretation of Horstmann provided by the Examiner proved the initial claim language was too broad. By narrowing the claims as provided herein, the initial reasoning provided by the Office Action no longer supports an anticipation rejection of the amended claim 11. Furthermore, since there is no discussion of auto-rotation of links in Horstmann, Horstmann by itself or with any of the other cited references suggest or teaches this auto-rotation feature. This feature is praised in an article written April 18, 2001, by Ralph Tejtmeier: "Especially nifty: The 'auto link rotator' which rotates your links nightly to ensure equal coverage for all fo the links on your site." Accordingly, claims 11-14 are believed to be allowable.

Additionally, new claim 15 is provided which requires the second order links to be provided in a non-editable page. This claim further differentiates this particular claim from the editable pages which were cited as providing links in one of the first or second order by the Office Action depending upon whether one referred to the reasoning or the citation provided in the Office Action. Editing of links could hardly be interpreted as an auto-rotation feature attempted to be claimed by the applicant. This is certainly not to say that editing of any of the plurality of links cannot take place or even the addition or subtraction of links while auto rotation takes place. However, the method as claimed provides for the auto-rotation of links independent

of whether or not an operator edits the information associated with any of the plurality of links or not.

Claim 12 was specifically rejected by the Office Action under the rationale that Horstmann “discloses the formula in an alphabetical construction as an inherent feature of link list URL” citing column 11, lines 44-45 or database citing column 9, lines 40-45. The applicant respectfully disagrees with the reasoning provided by the Office Action.

The specification discusses a form being provided to a person who desires to provide a link to his website from another's. The multiple links allowed by this form are never discussed as being alphabetized by any entity. It is believed to be only with hindsight reconstruction that alphabetizing can be read into the specific citation of the Horstmann reference. Nevertheless, as affected by the amendment in claim 11, the form does not meet any of the claimed limitations of claim 11 since the first order of links is one displayed in a non-editable view.

Claim 13 was specifically rejected by the Office Action with a citation to column 5, lines 35-53. In claim 13, a specific limitation is required as it relates to creating a second order of links. Specifically, it further comprises assigning a particular letter or number, performing a mathematical operation, using said formula to the number assigned to the mathematical formula, and generating the second order. Column 5, lines 35-53 discuss how an owner of a links page has the ability to edit links. It makes no reference to automatic reordering of links, furthermore, it makes no reference to the ability to assign a number to an alphabetical letter. The reasoning provided by the Office Action states that “creation or editing of links page from the non-edit page as first order and edited page as second order.” As amended claim 11 requires a particular ordering of steps wherein the first order is provided before the second order. Horstmann teaches an edit page provided before a non-editable page. Accordingly, the ordering of the pages in Horstmann does not meet the limitations of the amended claim. Furthermore, Horstmann does not suggest the specific ordering provided by amended claim 11. Finally, regardless of how the

pages are ordered, it is difficult to understand how the mathematical operation of assigning a number to a letter as performed through the citation to column 5, lines 35-53.

Finally, claim 14 is rejected by a similar citation to Horstmann, column 5, lines 35-52. By removing the ability for a first order to be an editable page, and then performing the auto-rotation of links to display a second order, the rationale utilized for this rejection is no longer applicable.

Accordingly, as affected by the amended claim 11, claims 11-15 are now believed to be allowable and such action is respectfully requested.

### **35 USC § 103 Obviousness Rejections of Claims 1-4**

Claims 1-4 were rejected under 35 USC § 103 as being obvious over Horstmann in view of Kredo et al., U.S. Patent No. 6,449,363. Once again, the Examiner provides an arguably proper rejection based on the cited references. Claim 1 has been amended to differentiate the link verification method claimed from the interpretation provided by the Office Action.

Specifically, the Examiner initially interpreted claim 1 so that “solicit[ing] information” as provided in column 10, lines 35-56 could be determined to be a method of verification. This is and was not the intent of the applicant. While it appears that the Horstmann reference maintains a database, there is no teaching in Horstmann that the database is utilized to retrieve first link information as suggested by the Office Action with a citation to column 9, lines 40-45 or column 10, lines 1-10. While it is true that the Horstmann reference provides for “verifying that page (b) includes the third link information,” this is apparently done directly from the soliciting of information from a second entity as taught in column 10, lines 48-51. Claim 1 has been amended to require that the first link information be retrieved from the database before determining whether the first link information corresponds to the existing resource at the webmaster’s site.

The Office Action correctly observes Horstmann does not teach spidering through the webmaster’s site beginning at the link address. As amended the next step requires that the

spidering step be utilized to verify that second link information is present at the webmaster's site with said second link information corresponding to the second link from the webmaster's site to the owner's site. The Kredo et al. reference does teach a method of spidering webpages and storing data. Horstmann requires the soliciting of information directly from the webmaster. If this information is incorrect, then the Horstmann system sends an error message. The applicant's method need not rely solely on the accuracy of the data solicited from the webmaster and allows for the link location to be moved about the website without continually alerting the involved parties. By spidering the webmaster's site, the second link information may be found on the site of the webmaster regardless of where it is located. In Section 2143.01 of MPEP, the Patent Office has provided evidence that "the fact the claimed invention were well within the ordinary skill of the art is not sufficient by itself to establish teaching of obviousness.":

A statement that modifications of the prior art to meet the claimed invention would have been " 'well within the ordinary skill of the art at the time the claimed invention was made' " because the references relied upon teach that all aspects of the claimed invention were individually known in the art is not sufficient to establish a *prima facie* case of obviousness without some objective reason to combine the teachings of the references. *Ex parte Levensgood*, 28 USPQ2d 1300 (Bd. Pat. App. & Inter. 1993) > See also *Al-Site Corp. v. VSI Int'l Inc.*, 174 F.3d 1308, 50 USPQ2d 1161 (Fed. Cir. 1999) (The level of skill in the art cannot be relied upon to provide the suggestion to combine references.).<

There is no teaching or suggestion in the Horstmann as to how it could be modified to go from accessing information off a form to conducting a spider step of verification that is now required through amended claim 1. Accordingly, as amended, claim 1 is now believed to be allowable over the rationale provided for the initial obviousness rejection of claim 1. Furthermore, pages of testimonials praising the reciprocal link checker feature are provided.

Claims 2 and 4 stand or fall with claim 1.

In order to reject claim 3, the Office Action relies on the Kredo et al. reference at column 8, lines 40-48 with the premise of controlling the link pages at the account owner's site by the administrator. Lines 40-48 of column 8 in the Kredo et al. reference state:

Editor computer program product for generating a filter script to locate and retrieve variable data from one or more Internet sites, the editor computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the editor computer readable program code means comprising:

means for marking a reference point at a chosen site proximate to desired data;

The applicant respectfully disagrees with the Office Action's conclusion that this could somehow suggest the claimed structure of controlling the link pages of the account owner's site by the administrator. Nevertheless, since claim 3 is affected by the amendment to claim 1, it is also believed separately allowable on the basis as well.

Accordingly, claims 1-4 are also believed to be allowable on the bases discussed above.

### **35 USC § 103 Rejection of Claims 5-10**

The Office Action rejects claims 5-10 as being obvious over Horstmann in view of Mellquist, U.S. Patent No. 6,115,545. The Office Action correctly states that "Horstmann did not detail (c) presenting said queue to the account Owner for approval." This is because this step is not performed in Horstmann. See column 3, lines 24-26 where it says "page 17 is modified and displayed **without any intervention from the bookstore owner.**" The downfalls of the procedure taught by Horstmann are spelled out in detail in the specification as originally filed on page 3, lines 8-page 4, line 2. Namely, the account owner is never presented with the opportunity to reject links edited by webmaster's to the account owner's site (i.e., it is an



automatic link addition). Although Mellquist shows an accept or deny form in Figure 4 utilized in conjunction with a configuration content page, it provides no teaching or suggestion relating to an ability to deny a link to be provided from one party to another on a link page.

The obvious rejections provided by the Office Action does not meet the standard of *prima facie* case of obviousness. In fact, the proposed modification would render the Horstmann reference unsatisfactory for its intended purpose under MPEP § 2143.02. Specifically, the automatic feature would be disabled under the Office Action's rationale. This is the entire point of the claimed method. Furthermore, the acceptance of the Applicant's service over the prior art speaks volumes. Please see the attached articles and testimonials. Accordingly, the Office Action's rejection is improper and should be withdrawn.

Claims 6, 7, 9, and 10 stand or fall with claim 5.

Claim 8 was rejected on a separate reason that since Mellquist provides the ability to accept or deny, this discloses "providing the account Owner the opportunity to store at least some of said first information in said queue." In reading through the Mellquist reference, it is dedicated to searching and providing an alternate IP configuration address when such address is not provided to then give one an option of accepting or denying the suggested address. How this could be deemed to be providing an opportunity to store at least some of the first information (related to a first link) in a queue is not clear. Accordingly, this provides a separate basis for the allowance of claim 8 apart from its dependence from, claim 5 which is believed to be allowable.

### **Conclusion**

The applicant appreciates the Examiner's thorough detail in examining the Horstmann reference. As explained above, all of claims 1-15 are believed to be allowable and such action is respectfully requested.



Respectfully submitted,

Date: August 4, 2003

By: 

Stephen J. Stark # 43152  
Attorney for Applicant,  
MILLER & MARTIN LLP  
Suite 1000 Volunteer Building  
832 Georgia Avenue  
Chattanooga, Tennessee 37402  
(423) 756-6600

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## Review: LinksManager Reciprocal Links Service

**By Ralph Tegtmeier****April 18th 2001****Reader Rating: 6.7**

### Ralph Tegtmeier

Ralph is the co-founder and principal of



**Reciprocal linking can be a prime traffic generator. It's also very simple - or is it?**

Sounds like a great idea: You put my link on your web site, and I'll put your link on mine. But anyone who has ever actually done it knows how time-consuming it can be to add, edit and monitor all those precious, traffic pushing links. Since people tend to be forgetful, reminding reciprocal partners of their self declared intentions by actually setting up that link to your site can turn into a real nightmare in its own right. Moreover, links may break sooner or later and it's truly no fun having to check hundreds if not thousands of them regularly.

Ok, so there's quite a lot of software (both free and commercial) around tackling submission, registration and administration of reciprocal links. But this, too, comes at a price: installation and configuration, test runs and updates will blithely eat away at your resources and time. And not everyone's comfortable with implementing web server programs.

Enter **LinksManager**: a centralized ASP based solution with a full set of customization features leaving little to be desired. No software to download or install, no coding, no FTP, no upgrades or software patches.

The list of features is impressive: The integrated reciprocal link checker searches the net to verify that your link or banner exists on all websites listed on your links pages. The dead link checker identifies and flags dead links listed on your links pages.

fantomaster.com Ltd. (UK) and fantomaster.com GmbH (Belgium)

**fantomaster.com**, a company specializing in Webmaster software development, industrial-strength cloaking and search engine positioning services.

Ralph Tegtmeier has written **4** articles for SitePoint with an average reader rating of **7.3**.

[View all articles by Ralph Tegtmeier...](#)

Especially nifty: the 'auto link rotator' which rotates your links nightly to ensure equal coverage for all of the links on your site.

What's more, you don't have to wave goodbye to any existing links pages you may have generated already. They can easily be imported and integrated into your new LinksManager setup without any retyping or recoding. That feature in itself can save you dozens of hours.

A "Cosmetic Control" panel allows you to seamlessly blend your links pages' design and layout with the rest of your website, even though these pages will be hosted on LinkManager's server. As people venture from your site to your links pages, the only thing hinting at the fact that the directory isn't on your server will be the URL in the browsers "address" bar. The "Featured Link" category allows for special visual positioning to highlight the links of your choice. You could, for instance, use this feature to send extra traffic to partners who send you alot of visitors.

Will using LinksManager boost your link popularity with the search engines? Yes. Even though your directory will be hosted remotely, reciprocal links will point to your core domain name. Of course it's still up to you to request reciprocal links. But, assuming that your directory sends a decent amount of traffic to sites it links to, the task will be much easier than you think. Gamblinglinks.com, which uses LinksManager, has nearly 28,000 links pointing to its domain name!

Webmasters can easily add and edit their own links on your site and await your approval - no coding or FTP software required here. Newly added links are highlighted automatically with the graphic of your choice in the control panel, making approval or denial as simple as clicking your mouse.

Since LinksManager is remotely hosted, you may be wondering about the reliability issues involved. After all, if LinksManager is down, so is your links page. Well, I'm happy to report that you can except virtually no downtime with LinksManager. I used a third-party site monitoring service to check up on LinksManager every few minutes, and I found the site's speed and reliability to be in-line with other major sites. In other words, your own site is more likely to be down than your LinksManager hosted link pages.

Basic pricing starts at \$19.95 per month which gives you a maximum of 20 categories to structure your links under. Compare that to \$749 for Hyperseek, a "directory management" script that you'll spend hours setting up and customizing. You can easily see just what a great value LinksManager really is. Additionally, you can earn a free month of service for each user that you refer to the service.

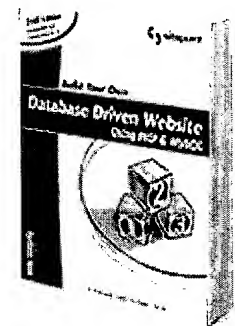
Result: Highly recommended.

Check it out here: [www.LinksManager.com](http://www.LinksManager.com)

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# BizWeb 2000

As seen at [ABCnews.com](#),  
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## "I Coulda been a Contenda"

By [Jim Daniels](#)

Is your site a "contender"? Or do you have a "limited presence" online?

Maybe you're a "900 lb. gorilla?"

What's with all the jargon?

Glad you asked.

A slick new "Visibility Index" opened recently on the web and you should try it today. It measures your website's visibility online by counting up all the links to your site. But rather than simply telling you how many links you have across the world wide web, this one rates you from "limited presence," to "contender", "player" and even "900 lb. gorilla."

The site also lets you enter up to four other URLs so you can compare yours to them. What's more, the results show your URL among lots of popular sites on the web.

Not only is this free tool fun to try, it can reveal important information about your web presence.

Give it a go at: <http://www.marketleap.com/publinkpop/>

I just ran this bizweb2000.com site through and it was interesting to see it wedged between [www.Macys.com](#) and [www.Southwest.com](#), but just shy of [www.MarthaStewart.com](#) and [www.GeorgeWBush.com](#). (See, I told you it was fun!)

But all fun aside, whether you find your site in the limited presence category, or even "Contender" or "Player", you should always be working toward one goal - getting more links.

Not only do lots of links bring the obvious - lots of traffic, they also help you in another important race - search engine ranking. It is well known that major search engines have been relying more and more on link popularity as a deciding factor in where they rank sites in their results pages.

### Could you become a gorilla?

OK, so how many links can you really get? Well, let's be honest. A lot has to do with your overall business budget and specifically, your marketing budget. If you think you can get to 900 lb. gorilla - that's half a million links - you may be kidding yourself.

Take a look at the sites in that column. Every last one is a giant

**ezBizWebHosting**  
Simple, affordable web hosting



"Jim, we can't find anything like your marketing books anywhere!" -  
Jim and Dena Sellers, Illinois



company with huge marketing dollars, including presence on television, radio, and the like.

So how about the next category down, "player" - with 100,000 links or more? Is it doable with a small or home business budget?

Why not! If a cheapskate like me can get 25 percent of the way there, anybody can. Sure, it would be quite an accomplishment on a limited budget, but it's possible over time. You just have to have a plan! And I'd like to help you with that right now...

### Get a powerful plan in place

So how does a site start moving up the list?

Simple. Get links. Or better yet, have a powerful plan to continually get links.

Getting other sites to link to yours takes a bit of originality. You can't just slap up a "link to us" page and hope the job gets done. And you can't just email webmasters with "wanna swap links" messages. (Well, you can do those two things, but don't expect too many quality links!)

Perhaps the best strategies for growing link popularity are yet to be discovered. Think original and you can be an expert in this new arena!

That said, below are a two ways that I now get **lots** of links. While I don't claim to have invented these ideas, I **did** put my own twist on them and I invite you to emulate these strategies at your site...

#### 1. Pre-license all your best stuff.

If you ever create your own tips, articles or content for the web or email newsletters, consider pre-licensing it to others. If you're a web designer, you can do the same thing with your images, icons and the like. And then make the pre-licensing viral!

If it's content you write, pre-licensing it for others is as simple as including a short footer after your work. It looks something like this:

\* You have permission to reprint what you just read. Use it in your ezine, at your website or in your newsletter. The only requirement is including the following footer with it...

*Article by YOUR NAME, visit [www.YourWebsiteUrl.com](http://www.YourWebsiteUrl.com) for more original content like this. Reprint permission granted with this footer included.*

If you're a designer you would simply put a statement like that in your terms of use page, like this...

\* These images can be used freely. Please include the

Have you read the book yet?



Stop By Our Software Shop...



And get your free web promotion software!

following at your site...

*Images at this site, courtesy of [www.YourWebsiteUrl.com](http://www.YourWebsiteUrl.com) You may use them at your site by simply including THIS same statement at your site.*

Getting the idea? See how this works to get you links?

Even if one site uses your content, you could obtain an endless number of links without the linking sites even coming to your site!

There are lots of websites in need of decent content. Supply it and you can benefit greatly - if you do it right!

## 2. Bribe webmasters into linking up.

The next strategy that can work very well is the "bribe". In a nutshell, you simply give something of value away to anyone who links to your site.

When done correctly, this strategy can be extremely powerful. All you need to get started is a few banners or buttons that people can use to link to your site, and a way to automate all aspects of the "bribe".

Here's a link to my own NEW implementation of this strategy. (You may want to read the rest of this lesson before clicking in.)

What you'll find at that URL is a new area of my site called the **Internet Marketer's Resource Directory**. But it's more than a niche directory. It is actually a link generation tool that bribes my visitors into linking to [bizweb2000.com](http://bizweb2000.com) by offering two distinct rewards:

- a. Marketers can secure a link from my site to THEIR best Internet Marketing Resources in what will be my new high-traffic directory.
- b. When they reciprocate with a link to my site, they get a free book just for participating.

## Is it working? You bet!

The very first day it generated more than 40 new links to my site. (Let's see, 40 times 365 = 14,600 links a year. I may be able to get to 900 lb. gorilla after all.)

And here's the key to the early success of my new link-generating system... it's a new tool that automates the entire process called LinksManager.

LinksManager not only enabled me to create the directory in a few hours, it automates the entire "get links" strategy. In a nutshell, LinksManager is a Link Swap Automation tool, but as you can clearly see from my example, it can be much more. My

### What are *you* promoting online?

Our no-hype step by step guide *guarantees* your success...



new niche "directory" proves that.

Here's how LinksManager works: Through a web interface you create your "links page". When your website visitors start submitting their URLs, the system take over. It sends automated emails to all new submissions, checks their site for reciprocal links, sends email reminders if they don't reciprocate, and even gives away my book when reciprocal links are verified!

I'm quite impressed by the simplicity and the automation power this tool offers. Actually, I've seen nothing like it to date. And no, I'm not an affiliate. ;-)

OK, give it a look-see at: <http://linksmanager.com/bizweb2000/>

You'll find a rapidly growing "self-propelled" directory. Feel free to fill it with your best Internet Marketing resources. You're sure to get lots of visitors from the directory as other BizWeb eGazette subscribers do the same! (I'll also be linking to the directory from other busy areas of my site soon.)

While you're poking around, watch how the LinksManager system automates the entire process of getting new links. Pretty slick eh? If you like it, grab your own free demo of LinksManager by clicking the green "powered by" box at the bottom of each webpage.

Well, that about wraps up this lesson! If you take one thing from it, remember, a good "get links" strategy is a key to growing your business online. Use your imagination and develop a unique strategy of your own. I'll bet you can come up with something great if think creatively! Who knows, maybe someday your site will even be a "Contender" or better yet, a 900 lb. gorilla!

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\* Tips by Jim Daniels - Read Jim's free web-based guide at [Make-A-Living-Online.com](http://Make-A-Living-Online.com), it reveals how he makes six figures a year online in his part time, and how you can do the same.



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**CONTACT:**  
 Joel Lesser  
 Creative NetVentures, Inc.  
 (770) 664-2272  
[joel@cnvi.com](mailto:joel@cnvi.com)  
<http://linksmanager.com>


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**What is LinksManager?**  
 Reciprocal linking is a great idea. You put my link on your website, I'll put your link on mine. It's simple, but any webmaster with a links page knows how to do it.

## New ASP Redefines Internet Reciprocal Linking Strategies



January 23, 2001 (INB) --  
[LinksManager.com](http://linksmanager.com)  
<http://linksmanager.com>, a new  
 Application Service Provider, allows  
 webmasters to harness the power of reciprocal linking to get the most out of  
 their links pages. Every element - including adding new links, editing existing  
 links, finding dead links and confirming reciprocal links - has been automated  
 to save webmasters time.

In development for more than three years and with a patent pending,  
[LinksManager.com](http://linksmanager.com) is a unique service that gives users the tools to easily  
 manage all facets of a full reciprocal linking campaign. No software  
 downloads or installations are required, and a new account setup can be  
 performed in less than 30 minutes. Webmasters can import their current links  
 pages into their LinksManager account, or they can start new pages from  
 scratch. A point-and-click cosmetics engine lets webmasters visually match  
 their links pages with the rest of their website or create a bold new look from  
 scratch. Most importantly, LinksManager eliminates the need for arduous,  
 time-intensive HTML coding and can be run from any web browser with an  
 Internet connection.

Two specific features of [LinksManager](http://linksmanager.com) shine above all others. The Reciprocal  
 Link Checker automatically looks for links on the linking webmasters' sites.  
 A daily report shows who is reciprocating and who is not. With one mouse  
 click, a LinksManager account owner can remind all webmasters who are not  
 linking back to the site to reciprocate. Another standout feature is the  
 LinksManager Dead Link Checker. This feature scans a site's links pages,

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flags dead links for review, and removes them from the website until they become available. Websites powered by LinksManager will never contain links to long-closed or inactive websites.

After years of time-consuming efforts to maintain his own links pages, the idea for LinksManager was borne "...out of necessity", says Joel Lesser, CEO of Creative NetVentures, Inc., developers of LinksManager. "We've always known that reciprocal link campaigns are an excellent way to generate site traffic. But before LinksManager, maintaining a quality links page was very labor-intensive, requiring a tremendous amount of attention and effort. Unfortunately, most webmasters fail to achieve the benefits of a good reciprocal link campaign because they're just too busy to take care of all the necessary details. That's where LinksManager comes in."

The new service was designed with two main goals in mind: first, to simplify webmasters' daily operations by automating time-consuming or routine tasks. And second, to add value to their website by making their links pages interactive with state-of-the-art functionality.

Account owners will never be far from professional assistance. Developed by webmasters for webmasters, LinksManager.com offers an online support forum staffed by LinksManager gurus 24 hours a day, seven days a week. Users can even earn their service for free by referring other webmasters to LinksManager.com.

Lesser says, "Both expert and novice webmasters are very excited about the doors this service opens. The question is, what are all these webmasters going to do with all their free time?"

LinksManager.com is a registered trademark of Creative NetVentures, Inc.

For more information about LinksManager, visit <http://linksmanager.com> or contact Joel Lesser at [joel@cnavi.com](mailto:joel@cnavi.com).

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**LinksManager Myths  
Refuted!** NEW!**Login**

## What People Are Saying About LinksManager

LinksManager.com is enjoying a warm reception in the online press and from our own users. The links below show a few of the great things being said about LinksManager.com. If you have comments about your use of LinksManager.com, please feel free to [contact us](#) and we might post them here along with a link to your website's links pages!

### User Comments

"I have to tell you, I'm loving it so far. I've begun to set up a Directory of Internet Marketing Resources so I can show your service off at my site. Everything has been working flawlessly. The interface is fast and friendly. Your link system is truly the best I've seen to date, and I've seen a lot. You can feel free to use that as a testimonial if you wish." - **Jim Daniels, [BizWeb2000.com](#)**

"I just wanted to say that this is the most impressive service I have ever come across. The degree of thought that has gone into the needs of webmasters is beyond belief. The price for your service is even more beyond belief. I've only been with your service for a couple of days, but I can tell you now that I won't need the free 30 days to make up my mind. You have blown me away. Which is not easy. Just had to get that off my chest. Now back to the much easier task of adding links to my site. I spent many months building links on my site and it looked very un-organized. I organized in 2 days what took me months to make a mess of. It's actually fun now. Thank you." - **Jay Villaverde, [AllNaturalAlternatives.com](#)**

"First, I want to say - that your program is awesome! I have done link swapping the "Hard" way with minimal success. Your program has actually made link swapping fun. I love the manager interface and the depth of functionality that it offers." - **Tom Spaulding, [ShowerPik.com](#)**

"First of all let me say...support has been fantastic. I've had two problems, and you guys responded within hours...even at times you should have been asleep! Much appreciated." - **Ken Saltzman, [And Cut! Productions](#)**

"I just wanted to tell you that LinksManager is simply the best. You save tons of my workload on exchanging links with others. The interface is fast and friendly. Your system is excellent and I highly recommend everybody to use LinksManager for exchanging links with other sites." - **Henry Gold, [FreebiesGroup.com](#)**

"Your tech. help dept. has been great. The whole program has been great. About a month later and I have 48 links. I used Arellis over and over and sent out hundreds of e mails with not one response. You've got me hooked!" - **Kirk Atnip, [Aim Technical Training](#)**

"After spending a lot of time laboriously trying to exchange links with other sites with

only limited results, we decided to try LinksManager. What a difference! We now spend only minutes doing what took weeks before. Your software is excellent and so is your support. We heartily recommend LinksManager." - **Bill Graham, Jiff-e-Books.com**

"Thank you for the great service. Your service is superb and we have put off joining for too long. Very impressive and easy to use." - **Scot Spalding, LuxuryHomesandProperties.com**

"I must say that so far I am quite impressed with LinksManager.com, the system performs in minutes what used to take me hours and hours to do. What is best is the automatic linking checker and the automatic manager emailing system. In just a few days I have added about 100 quality link partners. In my old system it took me months of work to get that many. Very glad I found you guys." - **Randall Wilson, Artistic Silver Jewelry**

"You've got a great service and I think it will be successful, as managing links is a tremendous pain in the behind. ..the system is really nice and I think you have a great product." - **Craig Cassata, AskMrFlowerBucks.com**

"We have been using links manager for just over 2 months and all we can say about this service is that links manager is a dream come true for webmasters, it takes all the hassles away from reciprocal linking. Also, thanks for a brilliant service, I was currently with linkbank and it was absolutely appalling for a paid service. The major problem i have found in the past when adding links manually to my own site is that there is nothing at all stopping someone exchanging links and then the second after you add their link they take yours down, their link could be on your site getting your well earned traffic for weeks and you would not even know about it. This cannot happen when using LinksManager." - **Neil Bennett, FreeAdvertising.ws**

*"I was already impressed with LinksManager - now I'm bowled over. I will certainly recommend the service to other webmasters."*

*- Rob Palmer,  
FreelanceWorkExchange.com*

"Thanks for offering this service - it looks like the answer to one of my prayers!" - **Donna Schwarz Mills, ParentPreneurClub.com**

"I was really impressed with the ability to customize the pages to fit into my current website design. I was prepared to spend a day integrating into my design, but was totally surprised that it required only a few minutes. People are always sending me requests to add their resource to my pages, and before LinksManager there was no real easy way to do that. Now I can have them do the work themselves, AND they will also be adding a link to my site. That is the kind of WIN-WIN strategy I am always looking for." - **Robert Smith, SmithFam.com**

"Not all of us have the time or patience to research thousands of sites, send mass e-mails, and then upload each individual link into our web site. I've recently come across a tool called LinksManager that I'm very happy with." - **Lisa Melvin, WebAdvantage.net**

"I work with a lot of companies over the web, and I have to say without exception LinksManager is by far the most helpful, the most responsive and the most professional I have come across! I am very impressed." - **President, GPNet Publishing, Adult website, so links page URL not shown**

"One look at what LinksManager offered, and we knew it was what we needed to complete FunGranny.com. We had a co-branded search engine with Mamma.com but we lacked a directory. LinksManager provided us with an easy-to-use and very affordable solution. We especially like the email auto-responders, and our customers appreciate the immediate reinforcement after they add their links. Our Top Sites directory listings are a "plus" factor as well, and LinksManager's rotation of listings makes our site outstanding." - **Judy Wilson, [FunGranny.com](http://FunGranny.com)**

"Believe it or not, but only after 2 days my traffic has already picked up to approx 40 per day, and so far I've only got a few reciprocating. This is a powerful thing, especially when I start using it solely for reciprocating! Put it this way, I have doorway pages built by a "pro", even got several top 10 positions, they only give me a handful of visitors per day, I really think once I get this program going it will be a Lot Better than search engine traffic! I almost bought Zeus, I'm glad I didn't! This is so much easier, and no glitches like zeus apparently has. You have developed a great product and already love it, and I'm hard to please! I will be with you guys for a long time!!" - **Tony Rigby, [ASR Total Web Services](http://ASRTotalWebServices.com)**

"By the way, I \*love\* LinksManager. What an amazingly easy way to manage my links. I hated doing them before, and in fact I really didn't do much with links, because it was such a horrendous chore." - **Sarah Leon, [StrangePegs.com](http://StrangePegs.com)**

"I just have to say that this is an excellent service you provide. I was shocked to read your email as you normally dont get personal emails from dot-com's unless it something bad!" - **Craig Lancaster, [CellularUnderground.com](http://CellularUnderground.com)**

"I was already impressed with LinksManager - now I'm bowled over. I will certainly recommend the service to other webmasters. At Freelanceworkexchange.com, we have always appreciated the value of reciprocal links. Yet the need to spend time dealing with new links, editing links pages, uploading updates and checking for return links was always a big issue. LinksManager has changed all that. Now our links program runs on autopilot, generating traffic while we get on with generating business." - **Rob Palmer, [FreelanceWorkExchange.com](http://FreelanceWorkExchange.com)**

"We tried the 30 day free trial and loved it. LinksManager has saved us a great amount of time. It is easy to use and your support staff is great. LinksManager is worth the small amount to pay. I am the web designer and it is time consuming enough just keeping up with the new pages and the search engine game. I am thrilled to hand this job of links to someone else." - **Margaret Moore, [EquestrianDreams.com](http://EquestrianDreams.com)**

***"I just wanted to say that this is the most impressive service I have ever come across. The degree of thought that has gone into the needs of webmasters is beyond belief."***

***- Jay Villaverde,  
[AllNaturalAlternatives.com](http://AllNaturalAlternatives.com)***

"We love LinksManager so much that we don't mind if we have to pay for it every month. It is really fabulous! LinksManager's automated system makes swapping links a snap. As soon as the program tells us our link is active -- CLICK -- instant swap! If the link goes dead -- CLICK-- instant reminder letter. This system was heaven sent for busy people like us. Your customer service is one of the best we've seen. Without our even asking, your helpful staff offered to redesign our links page to match our site for free. Of course we agreed. Now we couldn't be more pleased with the seamlessly integrated results.

Visitors would never know they were visiting a page outside our site without checking

their browser. Now that's what we call service!" - **Cindy Snyder, The Get Paid Project**

"I'm very pleased with LinksManager. Not only has it increased my hits from relevant links, but it has increased sales of my services. My mailing list has grown, so I reach a wider audience for newsletters. Of greatest impact is our ratings on Google search engines. Our key words "free gallery" consistently place us and our sister site Radio Free Gallery in the top 3 rankings. And thanks to LinksManager's link pages, we often get 2 more listings a bit farther down the page for a total of 5 of the top ten spots in Google, in several languages. Similar results come from keywords "authors voices". You are helping us increase brand awareness around the world. Your extra service in upgrading the links page is sure to help even more. Thanks again, very much." - **Fay Zachary, Free Gallery of Author's Voices**

"I have to say, I have never dealt with a company in the 5 years that I have been working on the net that is so responsive, that seems to take so much interest in catering every request, even the small mundane ones. Not just one person, but everyone I have dealt with. Thank you very much, I appreciate it." - **Exclusive Concepts, Inc., HowAmazing.com**

"Your service has saved us countless hours and generated a lot of targeted leads. It is well worth the \$20 a month." - **Dean Harding, SalesVacancies.com**

"Thanks for your efforts. Your assistance is more than a little helpful. You all are doing business the way many companies would like to be able to do business. The extra mile on your part has developed a loyal customer and a vocal promoter of your service. Thanks. Now, I have to check and see if your stock is publicly traded on the market!" - **Em Perriatt, Riveria Maya Today**

"Having spent the past 2 1/2 years to get my website up and running I have had my share of problems, misguidance and financial abuse from various institutions I thought were reliable. My website was in dire need of a marketing strategy and nothing really worked (unless you invest a lot of money in pay per clicks) until I began to utilize LinksManager. Here is a company comprised of professional, courteous, timely and very helpful staff members who still take pride in their business ethics and will not hesitate to assist you in any way possible. My website has gained in link popularity and exposure adding to better search engine rankings. LinkManager's staff will truly go the extra mile to see their customers satisfied, will assist in matters other than their performance requirements and will relay information in laymen's terms that even a novice such as myself could comprehend. If I were asked to rate this company on a scale from 1-10 with ten being the highest, these people would fall off the chart. I recommend LinksManager without hesitation as one of the best there is for your marketing needs." - **Maya Pitri, TantraMagic.com**

"Your staff helped me quickly import my existing database when my previous links host (Linkbank) went under, and got them cosmetically integrated in less than 2 hours! Many thanks for the great service! LinksManager has proven to be so convenient, full-featured and reliable that it has encouraged me to continue building my library larger and larger. My library has already grown by about 30% since I switched to LinksManager, and since I can add more links so quickly and easily, I can work on it whenever I get just a few spare moments, so it will continue to grow." - **Valerie Williams, KnownWorldWeb.com**

"Thank you so much for your prompt response. Your service is so easy and

wonderful.....I can't believe it! Before I found your site I was trying to use Zeus to make my links pages and it was so complicated and frustrating and doesn't offer all the services that your company does without paying the hefty fee for the PRO version. You've turned my Reciprocal Links campaign from an enormous chore to an easy daily task. Thanks!" - **Heather Harper, Spells By Madame**

"Hi. Thank you for your detailed and very professional explanation of the problem I was having understanding LinksManager. I am sure that if all customer support was like you, the World Wide Web would be a much happier place to do business. have a great day." - **Abdel Fahmy, ExitRecycle.com**

"You guys are unreal. Your service is outstanding. We just checked our forhousesales.com search and I reckon it is faster than Google.com. We have over 20,000 links. If you ever need a reference as to the quality and service LinksManager.com provides, we would have no hesitation in recommending your company. Thanks again." - **John Cameron, ForHouseSales.com**

"I consider LinksManager.com an invaluable addition to my website. Besides automating what used to be a tedious process, your company provides outstanding customer service. Within a few days my links pages were seamlessly integrated into my web. My customer care representative even helped me with graphic customization of my home page ... now that's customer service!" - **Dr. Michael Hardee, EndoAsleep.Com**

"I'm very pleased with your customer service. The price of the service is well worth it." - **Chris Spears, Adult website, so links page URL not shown**

"You guys ROCK! I'm impressed. You went above and beyond what I asked for. You guys are one of the few companies I've encountered that have SINCERELY impressed me, by living up to the standards I set for my own business and customer relations. Unfortunately, it seems that people like you have become the exception, not the norm. Well, I for one, place a considerable value upon that, and I will rave about you to others." - **David Burr, Salient Sound Productions**

"Wow, you guys are great!! I love companies like yours that actually help the customers. This is a new concept with me, as I always do what I can with my customers to keep them happy. But in the past, I have not been that lucky dealing with other companies I signed up with for certain services. I ended up getting the shaft a few times and learned quickly to speak up for myself. It is truly a pleasure to do business with such a company as yours!" - **Brenda Heinbuch, Adult website, so links page URL not shown**

"I really love the program. I will be willing to either pay for it every month OR send you enough new customers so I do not have to do so!" - **Rick Montgomery, TakeVegasHome.com**

***"I can't imagine not having LinksManager on my site now. Life just got so much easier and once I got over my fear of trying something new, I found it very easy to use. Plus, the support has been incredible. I won't be operating without this service."*** - Heather Farquhar, HeatherHouseHunter.com

"LinksManager.com is undoubtedly the single best "application service provider" that I have ever used. Joel Lesser (who has posted here about linking and definitely knows his turf) and his team have put together a linking tool that is easy to use, flexible, online, and continues to expand in it's service

capability. A truly impressive example of online application development that addresses the issues from a user's perspective." - **Dirk Johnson, [ModelCarHub.com](#) - from a post to bCentral Daily Digest**

"This is probably one of the best put-together webmaster aids I have ever seen." - **John Sykes, [2Hulls.com](#)**

"LinksManager.com is the BEST!!! I sit here shakin' my head again over the fantastic help and service LinksManager.com has offered me in the past week! Thanks to YOU!" - **Sam Judie, [Arizona Indian Jewelry](#)**

"Thank you very much, we finally achieved the look and functionality we were looking for. I would not hesitate to recommend your Link Exchange program to anyone. It is very powerful and sophisticated, and your help made it so simple to integrate it within the USAIS.org site." - **John Romano, [USAIS.org](#)**

"It's not often I write to a company to thank them for an outstanding product or service. Your company and products have exceeded my expectations, it is so easy to build relations with other sites that it actually fun to do!" - **Christian Wilson, [Health-Links.net](#)**

"Ahh, more gratis stuff. I like that. LinkPartners.com is an open-to-all categorized directory of websites which will trade reciprocal links with other sites. Also called link swapping or link exchange, the site only includes quality sites that actively exchange links. LinkPartners.com is designed to make finding sites that exchange links fast and easy. I like that all submitted sites are reviewed by a human editor to ensure quality. There is no cost to register your site and to search for new link partners. Very nice." - **Larry Chase, [Web Digest for Marketers](#)**

"I just wanted to say that even though I got off to a rough start I can't imagine not having LinksManager on my site now. Life just got so much easier and once I got over my fear of trying something new, I found it very easy to use. Plus, the Support has been incredible. I'm so glad you offered the 30 day free trial because with so many programs out there (mostly rip offs) I don't know that I would ever have tried LinksManager. Now I won't be without it." - **Heather Farquhar, [HeatherHouseHunter.com](#)**

## Internet Articles

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**[Review: LinksManager Reciprocal Links Service](#)**

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